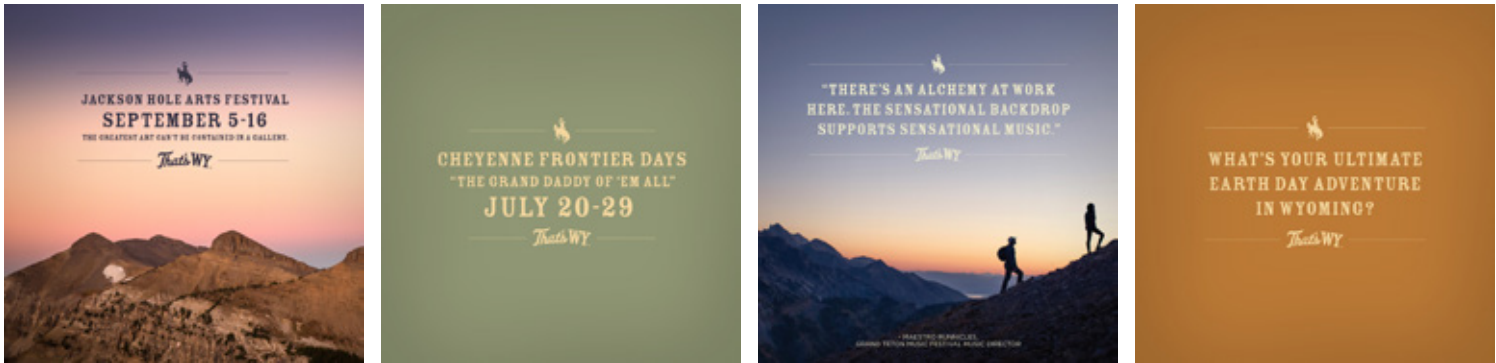




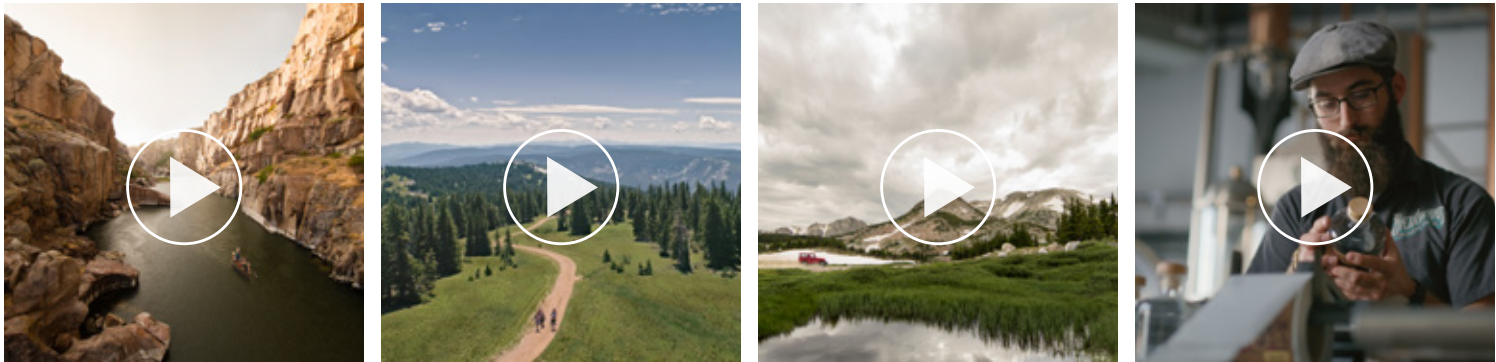
WOT Campaign Photography

- Imagery from WOT library used to support all posts



Copy on colored backgrounds and images

- Copy driven posts on colored backgrounds and images used to highlight events, holidays, ask questions for followers to answer, and share content video quotes.



Motion

- Still image animations and clips from existing footage used to support all posts

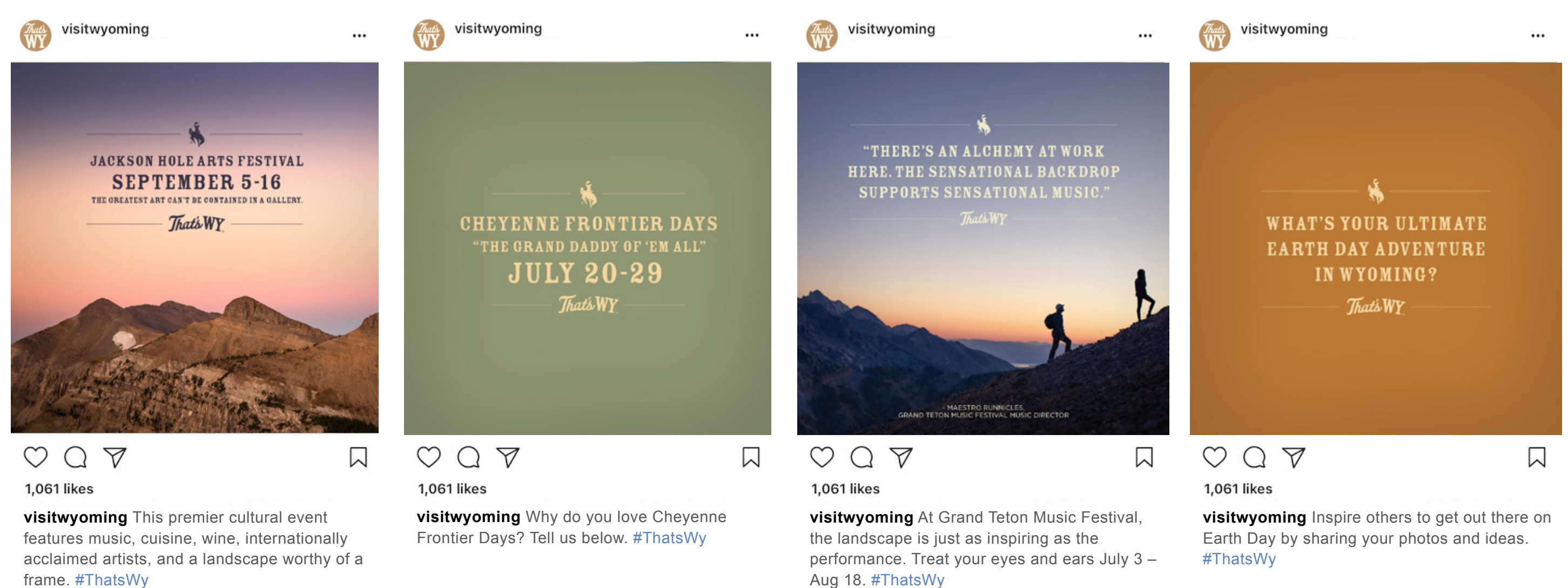


Illustrations

- Illustrations with featured graphics and information to highlight events, holidays, locations and themes.

## Copy on colored backgrounds and images

- Copy + image pairing examples





Overall Look



Above posts are for reference only